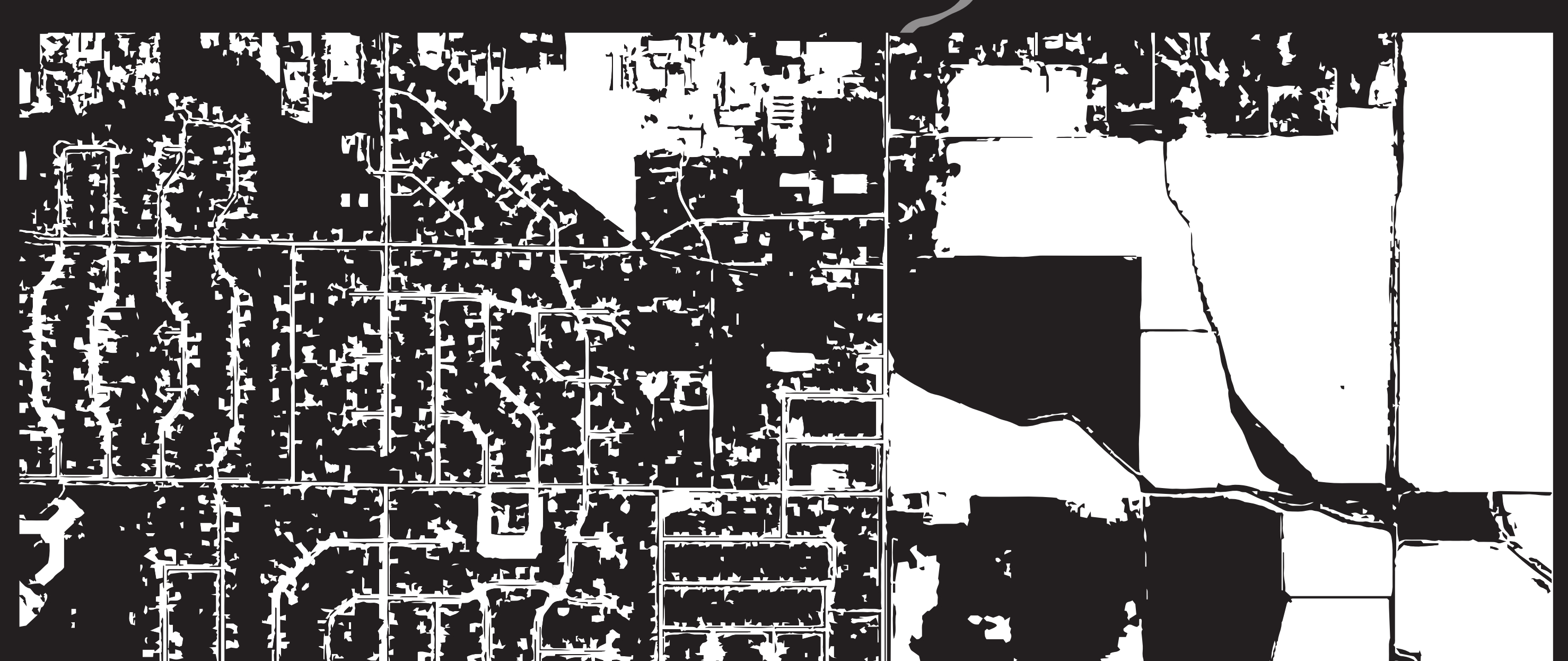


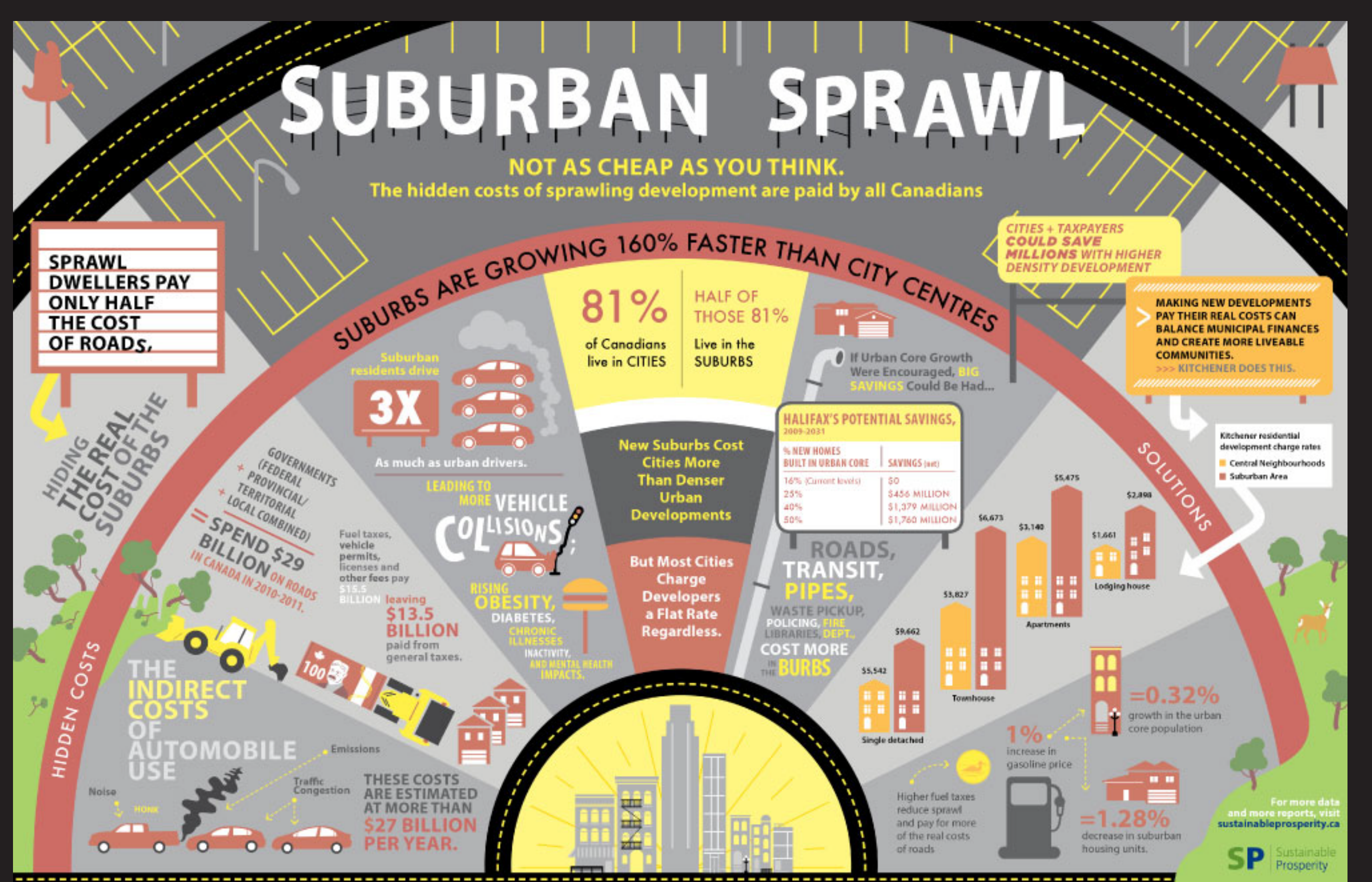
Suburban Sprawl + The American Dream



Sup-urban Sprawl + The American Ultimatum



Media re-iterates the ideal of the common place "American Dream." Advertisements, graphics, and broadcasts have become a modern-day capitalist psychology that plays on human behavior to reinforce the wants that have become the manufactured needs that maintain spending and sustain the capitalist system by playing on basic human desires and emotions, creating a self-perpetuating, sustainable, system.



The graphics shown above and left show the ideological change that is possible when culture becomes unsustainable; as it is now. Today's American Dream cannot be sustained. The organizational strategy behind suburbia + sprawl becomes anti-logical in both numbers + ecology. To allot the "suburban" amount of space to for each citizen is requires more area than is possible. Ecologically, we have orchestrated a world that requires excessive amounts of energy in order to connect to one another + acquire resources to survive. We have created an unsustainable, ant-logical anthropocentric ecology.

The American Dream + The S.U.V.

Cady Guyton

Matrix 1

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"[The American Dream is] that dream of a land in which life should be better and richer for everyone, with opportunity for each according to ability or achievement. It is a difficult dream for the European upper classes to interpret adequately, and too many of us ourselves have grown weary and mistrustful of it. It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by other for what they are, regardless of the fortuitous circumstances of birth or position." (Adams, pg. 214-15)

America, as the land of opportunity, was founded to create an environment where all men are created equal and all live according to a pursuit for life, liberty and the pursuit of happiness; and so, the idea of the American Dream was born. For the purpose of this discussion, "The American Dream" will be qualified as the white picket fence, the house in the suburbs with a yard, and the personal automobile. The "S.U.V." will serve as an abbreviation for "Suburban Ultimative Values" that have manifested as a result of the American dream. Suburban: of suburbia, ultimative: derived from "ultimatum" to describe something final and irreparable.

The American Dream inherently represents the unsustainability of American culture. By constantly pitching this idea of the dream through marketing, media, information, and attitude, success is no longer measured by happiness, satisfaction, and vitality, success is instead measured in dollars, things, and space. The more money you have, the more things you can buy, and the more space you can take up. Originally, space in the urban exterior, the "sub-urban" was prolific across the nation. Houses were built, fences were erected, yards were manicured and everything became about being bigger and therefore better. Square footage entered the question as houses are built dollars/square foot, directly relating the correlation of more expensive + more space = more success. The very concept of "space" itself became a thing, a thing to buy and sell, a thing to covet, and a thing to aspire for. A multi-story house in the suburbs, a car or two, maybe a small cabin to "escape" to, perhaps a yacht to claim space in the seas; a plane to claim a strip of land and lease limitless portions of the skies? Suddenly space that originally manifested itself as suburban sprawl and become...just sprawl; lines of the urban and the rural have been blurred, suburbia spreads further as business flocks to sustain these neighborhoods bringing congestion reminiscent of urbanization. Sprawl is no longer restricted to the urban fringe; no longer does it exist within suburban areas, sprawl, like a virus has spread across the land, into the sea, the air. Sprawl, no longer limited to development and inhabitation, has instead become a franchise of specialized spatial-lization. However, the beautiful thing about space is that it is indeed finite and easily quantifiable as such; clearly, in a culture that knows no limits, the commodification of space, manifested as sprawl, is indeed a sustainability problem.

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* James Truslow Adams is the American Writer and Historian referenced by the Library of Congress Essay on "What is the American Dream?" Adams is a writer with degrees from both the Polytechnic Institute of Brooklyn and Yale University. The main topic of his text is an evolution and a critique of the American dream and the American perception on that dream throughout history. His work can be summed up with:

"The American Dream is that dream of a land in which life should be better and richer for everyone..."

"...too many of us ourselves have grown weary and mistrustful of it."

"It is not a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized..."

** Chris Good is a political reporter employed by ABC News. He has a background in journalism and was previously employed by The Atlantic as an associate editor, and by The Hill as a reporter. His twitter bio identifies him as a "digital journalist. His other works include political coverage, particularly at the national scale. The main topic of this source was on American's definition of the American Dream and the ease that they believed one can obtain that dream. The included info-graphic used to poll Americans on their definition of the dream was directly applied to this presentation. The source can be surmised by:

"The 'American Dream means different things to different people...Americans think it is increasingly harder to attain, even as they say hard work makes the dream possible."

"Even as people think its getting harder to achieve the dream...they still believe—more or less—that it's possible with hard work."

"But if the dream is being kept alive, its being done by minority groups...so what is the American dream—the abstract amalgam of what this country means to people?"

*** John Lounsbury is the managing Editor and Co-Founder of *Global Economic Intersection*. He has a background in business with various international corporations working largely in research and development. His focus remains on political and economic history, econometric analysis, and investment strategy analysis. The main focus of the argument is to document Americans faith in the idea of the "American Dream," summarized in the following three quotes:

"Less than 40% of all Americans think their children will have a better standard of living than they have today..."

"The inference is that people feel they will fall behind their class even more than their class will decline."

"...two new categories [importance to be rewarded for hard work + able to balance work and family life]...are major concerns today]